

Will Rogers
Part 1 of 1

Federal Bureau of Investigation

U. S. Department of Justice

Washington, D. C.

TWD:JJM

October 19, 1936.

MEMORANDUM FOR MR. JOSEPH

RE: Poor Richard Club

For your information the following is an outline of the purpose et cetera, of the Poor Richard Club.

"This organization, named for the fictitious character made famous by Benjamin Franklin in his 'Almanac' is the Men's Advertising Club of Philadelphia.

"It was organized in 1906 and now occupies a commodious three story club house at 1319 Locust Street. The officers are H. H. Kynett, President; Norbert A. Considine, first vice-president; Charles H. Eyles, second vice-president; Clarence W. Cranmer, secretary; and John M. Fogelsanger, treasurer.

"The Poor Richard Club conducts the Charles Morris Price School of Advertising and Journalism, which was endowed by the late Michael G. Price in memory of his son, Charles Morris Price, a member of the club, who died in 1922.

"In September, 1931, the club inaugurated an Advertising Institute for its members. The club has since its inception, cooperated with other organizations in such civic projects as the building of the Benjamin Franklin Memorial, the organization of the All-Philadelphia Conference of Business and Civic Organizations, the Philadelphia Business Progress Association, et cetera.

"Over a period of years the club has recognized the outstanding achievements of men and women in various fields by making public presentation of the Poor Richard Silver Medal of Achievement. In the past the medal has been awarded to such men as Alfred P. Sloan, of General Motors, Will Rogers, Admiral Byrd, Cyrus H. K. Curtis and many others. The medal is presented at a noon Tuesday luncheon and the talks are broadcast over station KYW, which is the NBC red network station in Philadelphia."

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Memorandum for Mr. Joseph

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October 19, 1936.

This information was obtained from the files, letters, being received from the organization, and a pamphlet entitled "Thru the Doorway at 1319."

Respectfully,

T. W. Dawsey
T. W. Dawsey.
My

ADDENDUM

October 23, 1936.

Subsequent to the writing of the above memorandum, the Philadelphia Office was requested by wire to conduct an investigation of this organization, and for Special Agent in Charge Vetterli to express his opinion as to the advisability of the Director's addressing the Club.

In reply, Mr. Vetterli, by letter of October 21, 1936, advised that the Club has a very splendid reputation and enjoys an influential position in the affairs of Philadelphia, and is non political. He stated that they have weekly luncheons and the guest speakers are usually given a bronze medal. On rare occasions they give outstanding individuals a silver medal, possibly two or three times a year, and it is understood that so far no one has received a silver medal for 1936. Once each year, however, there is a gold medal given to the man who has done the most for advertising in America. This medal has been given on two occasions in the past, once to Will Rogers, and once to Walter Disney.

Mr. Vetterli expressed his opinion that the Director should not accept this invitation because "it would be my frank opinion that he should appear for a gold medal, which is the annual award to the outstanding American. A silver medal, while it carries considerable weight, in my frank opinion, does not do justice to the Director."

It seems that the luncheon to which the Director has been invited would simply be the usual weekly luncheon with the exception of the fact that he would be given a silver medal which as stated, is presented as often as two or three times a year to prominent men.

Respectfully,

R. C. Hendon
R. C. Hendon. *My*

U. S. Bureau of Investigation

U. S. Department of Justice

1300 Liberty Trust Bldg.,
Philadelphia, Pa.

October 21, 1936.

Director,
Federal Bureau of Investigation,
Washington, D.C.

Dear Sir:

Reference is made to your teletype of the 19th instant requesting full details concerning the standing, reputation and purposes of the Poor Richard Club of Philadelphia, and my opinion as to the advisability of the Director addressing this organization in the near future.

I conversed briefly with Mr. Quinn of the Bureau this morning, who suggested a detailed letter concerning this matter.

The Poor Richard Club was organized in 1906 and is a social club for those interested in advertising, such as buyers, sellers or makers, and is a member of the Associated Advertising Clubs. It annually celebrates the anniversary of the birth of Benjamin Franklin, its patron saint. There are a number of very prominent men who are members of this particular club and, of course, the name Poor Richard comes from the Benjamin Franklin publication "Poor Richard's Almanac."

The club's purpose is to develop a greater Philadelphia by promoting the cultural, industrial and civic activities of the city. The club has a very splendid reputation and enjoys an influential position in the affairs of the city. The organization incidentally is non-political. They have weekly luncheons and guest speakers are usually given a bronze medal. However, on rare occasions they give outstanding individuals a silver medal. This possibly happens two or three times a year. It is my understanding that so far no one has received a silver medal this year. Once each year, however, there is a gold medal given to the man, who has done the most for advertising in America. This gold medal has been given on two occasions in the past, once to Will Rogers, and once to Walter Disney, the cartoonist.

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Director:

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October 21, 1936.

For example, on January 18, 1934 Walt. Disney was awarded the Poor Richard Achievement Medal because he was an outstanding American and was the creator of "Laughter" and Will Rogers was awarded the medal January 18, 1935 as an Ambassador of Advertising.

The officers of the club are fairly influential men. They have speakers lined up on their schedule as follows:

November 24th- Secretary of War Woodring.

December 3rd- Open.

December 8th- Ben Nash, leading stylist.

December 15th- Editor of True Story Magazine.

December 20th- Christmas Luncheon.

December 29th- Fathers and Sons Day.

May I call your attention to the fact that Special Agent in Charge Vetterli addressed this same luncheon club on May 18, 1936 and spoke to this group regarding the work and functions of the Federal Bureau of Investigation and correspondence is in the Bureau file with respect to this talk.

I believe it was somewhat of an honor for the Special Agent in Charge to have been called upon to address this group but it is my honest and frank opinion that the Director of the Bureau should not appear before this group. The reputation of the club is splendid and there is no color at all attached to their invitation to the Director. However, if the Director were to appear before this club it would be my frank opinion that he should appear for a gold medal, which is the annual award to the outstanding American. A silver medal, while it carries considerable weight, in my frank opinion, does not do justice to the Director.

The number at the luncheons depend primarily on how many men can be present. Frequently a number of them cannot attend and, of course, the attendance usually runs between one hundred to two hundred, depending upon the speaker. The luncheon

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October 21, 1936.

would simply be the usual weekly luncheon with the exception of the fact that the Director would be given a silver medal, which is given as often as two or three times a year to prominent men.

Under all the circumstances I do not recommend that the Director accept the invitation.

Very truly yours,

R. E. Vetterli

R. E. VETTERLI,

Special Agent in Charge.

REV:AG.

SPECIAL DELIVERY

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Mr. Nathan
Mr. Tolson
Mr. Baughman
Mr. Clegg
Mr. Coffey
Mr. Dawsey
Mr. Egan
Mr. Foxworth
Mr. Glavin
Mr. Harbo
Mr. Joseph
Mr. Lester
Mr. Nichols
Mr. Quinn
Mr. Schilder
Mr. Tamm
Mr. Tracy
Mr. Gandy

[Handwritten signature]

Mr. Childer ✓
Mr. Farnum
Mr. Tracy
Mrs. Gandy

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G. V. Lawdon

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An Article Entitled

"Oregon Man Had Vision of Future Foretold Deaths of
Long and Rogers"

The article relates that the Ray of Light came in 1931 and 1933 predicted:
First, a great national figure would take the hurdle in a seeming
accident; Second, a powerful figure in politics would be assassinated;
Third, a man would come forth and boldly enter the lists on a platform of Christ
and the Constitution."

"The time element was, that the three things would come almost simultaneously...

"The second typified and carried the idea of a political John the Baptist
and would be used to help recall to America God's Economic plan and also help
make America realize that it is God and Christ that is the real issue. Also
the second figure and happening carried the grim warning to Christians what to
expect from that time on: the anti-Christ forces coming forth, casting all
restraint aside in the battle against God and focusing their demoniacal
activities upon the Christ forces as symbolized by the third event...

"Now I ask you, isn't it a 'coincidence' that one of America's most beloved
figures, Will Rogers, lost his life in a plane accident, and that a United
States Senator named Huey Long was shot by 'a brilliant but erratic doctor who
had received most of his education in Vienna'?...

"Another strange thing, Huey Long's fundamental foundation was God and
God's economic law, as given forth by the Old Testament. And then another
funny thing 'this no-account Pelley' says that America ought to think about
Christ and talk about our Constitution, and that he is going into action with
a capital A."

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]